

WHAT IS CLAIMED IS:

1           1. A method for online shopping, comprising:  
2           associating an online shopping cart with a consumer; and  
3           associating an item with the online shopping cart,  
4           wherein the associated item was not selected by the consumer for association with  
5           the shopping cart.

1           2. A method according to Claim 1, wherein the item is associated with the  
2           shopping cart based on at least one of: a shopping history of the consumer; a shopping  
3           history of one or more other consumers; consumer preferences; complementary item  
4           information; demographic information; prices of similar items; promotions; marketing  
5           arrangements with manufacturers and distributors; inventory levels; projected demand;  
6           costs and profit margins.

1           3. A method according to Claim 1, further comprising:  
2           determining to associate the item with the online shopping cart based on a first  
3           item associated with the shopping cart.

1           4. A method according to Claim 3, wherein the item is complementary to the first  
2           item.

1           5. A method according to Claim 3, wherein the item is a substitute for the first  
2           item.

1           6. A method according to Claim 1, further comprising:  
2           determining to associate the item with the online shopping cart based on a  
3           characteristic of items previously associated with the shopping cart.

1           7. A method according to Claim 6, wherein the characteristic comprises at least  
2 one of: a number of items; a value of the items; and a type of one or more of the items.

1           8. A method according to Claim 1, further comprising:  
2           determining to associate the item with the online shopping cart based on a  
3 characteristic of the consumer.

1           9. A method according to Claim 8, wherein the characteristic comprises at least  
2 one of: age; sex; residence; income; and shopping history.

1           10. A method according to Claim 1, wherein a cost of the associated item is less  
2 than a retail cost that would be charged to the consumer for the item if the item was  
3 selected by the consumer for association with the shopping cart.

1           11. A method according to Claim 10, wherein the cost of the associated item is  
2 free.

1           12. A method according to Claim 1, wherein the item cannot be disassociated  
2 from the shopping cart.

1           13. A method according to Claim 1, further comprising:  
2           receiving an instruction from the consumer to disassociate a second item from the  
3 shopping cart; and  
4           in response to the instruction, automatically disassociating the item from the  
5 shopping cart.

1           14. A method according to Claim 1, further comprising:  
2           presenting terms for purchasing the item to the consumer.

1 15. A method according to Claim 1, further comprising determining the  
2 association based on rules.

1 16. A method according to Claim 15, further comprising:  
2 dynamically updating the rules.

1 17. A method according to Claim 1, further comprising:  
2 notifying the consumer that the item was associated with the shopping cart.

1 18. A method for online shopping, comprising:  
2 associating an online shopping cart with a consumer; and  
3 associating an item with the online shopping cart in response to a selection of the  
4 item by an entity other than the consumer.

1 19. A method according to Claim 18, wherein the entity is a potential seller of the  
2 item.

1 20. A method according to Claim 18, wherein the entity is an intelligent agent.

1 21. A method according to Claim 18, wherein a cost of the associated item is less  
2 than a retail cost that would be charged to the consumer for the item if the item was  
3 selected by the consumer for association with the shopping cart.

1 22. A method according to Claim 18, wherein the item cannot be disassociated  
2 from the shopping cart.

1 23. A method according to Claim 18, further comprising:  
2 receiving an instruction from the consumer to disassociate a second item from the  
3 shopping cart; and

4 in response to the instruction, automatically disassociating the item from the  
5 shopping cart.

1 24. An online shopping cart associated with a consumer, comprising:  
2 an item associated with the shopping cart in response to a selection of the item by  
3 the consumer; and  
4 an item associated with the shopping cart in response to a selection of the item by  
5 an entity other than the consumer.

1 25. An online shopping cart associated with a consumer, comprising:  
2 an item associated with the shopping cart in response to a selection of the item by  
3 the consumer; and  
4 an item not selected by the consumer to be associated with the shopping cart.

1 26. A method for shopping, comprising:  
2 associating a physical shopping cart with a consumer; and  
3 associating an item with the physical shopping cart,  
4 wherein the associated item was not selected by the consumer for association with  
5 the shopping cart.

1 27. A method according to Claim 26, wherein the item is associated with the  
2 shopping cart based on at least one of: a shopping history of the consumer; a shopping  
3 history of one or more other consumers; consumer preferences; complementary item  
4 information; demographic information; prices of similar items; promotions; marketing  
5 arrangements with manufacturers and distributors; inventory levels; projected demand;  
6 costs and profit margins.

1 28. A method according to Claim 26, further comprising:

2 determining to associate the item with the online shopping cart based on a first  
3 item associated with the shopping cart.

1 29. A method according to Claim 28, wherein the item is complementary to the  
2 first item.

1  
2 30. A method according to Claim 28, wherein the item is a substitute for the first  
3 item.

1 31. A method according to Claim 26, wherein a cost of the associated item is less  
2 than a retail cost that would be charged to the consumer for the item if the item was  
3 selected by the consumer for association with the shopping cart.

1 32. A method according to Claim 31, wherein the cost of the associated item is  
2 free.

1 33. A medium storing processor executable process steps, the process steps  
2 comprising:  
3 a step to associate an online shopping cart with a consumer; and  
4 a step to associate an item with the online shopping cart,  
5 wherein the associated item was not selected by the consumer for association with  
6 the shopping cart.

1 34. A medium according to Claim 33, wherein the item is associated with the  
2 shopping cart based on at least one of: a shopping history of the consumer; a shopping  
3 history of one or more other consumers; consumer preferences; complementary item  
4 information; demographic information; prices of similar items; promotions; marketing

5 arrangements with manufacturers and distributors; inventory levels; projected demand;  
6 costs and profit margins.

1 35. A medium according to Claim 33, the process steps further comprising:  
2 a step to determine to associate the item with the online shopping cart based on a  
3 first item associated with the shopping cart.

1 36. A medium according to Claim 35, wherein the item is complementary to the  
2 first item.

1 37. A medium according to Claim 35, wherein the item is a substitute or the first  
2 item.

1 38. A medium according to Claim 33, wherein a cost of the associated item is  
2 less than a retail cost that would be charged to the consumer for the item if the item was  
3 selected by the consumer for association with the shopping cart.

1 39. A medium according to Claim 38, wherein the cost of the associated item is  
2 free.

1 40. A medium storing processor executable process steps, the process steps  
2 comprising:  
3 a step to associate an online shopping cart with a consumer; and  
4 a step to associate an item with the online shopping cart in response to a selection  
5 of the item by an entity other than the consumer.

1 41. A medium according to Claim 40, wherein the entity is a potential seller of  
2 the item.

1 42. A medium according to Claim 40, wherein the entity is an intelligent agent.

1 43. An apparatus for electronic shopping, comprising:

2 a processor; and

3 a storage device in communication with the processor and storing instructions

4 adapted to be executed by the processor to:

5 associate an online shopping cart with a consumer; and

6 associate an item with the online shopping cart,

7 wherein the associated item was not selected by the consumer for association with  
8 the shopping cart.

1 44. An apparatus according to Claim 43, wherein the item is associated with the

2 shopping cart based on at least one of: a shopping history of the consumer; a shopping

3 history of one or more other consumers; consumer preferences; complementary item

4 information; demographic information; prices of similar items; promotions; marketing

5 arrangements with manufacturers and distributors; inventory levels; projected demand;

6 costs and profit margins.

1 45. An apparatus according to Claim 43, the instructions adapted to be executed

2 by the processor to:

3 determine to associate the item with the online shopping cart based on a first item

4 associated with the shopping cart.

1 46. An apparatus according to Claim 45, wherein the item is complementary to

2 the first item.

1 47. An apparatus according to Claim 45, wherein the item is a substitute for the

2 first item.

1           48. An apparatus according to Claim 43, wherein a cost of the associated item is  
2 less than a retail cost that would be charged to the consumer for the item if the item was  
3 selected by the consumer for association with the shopping cart.

1           49. An apparatus according to Claim 48, wherein the cost of the associated item  
2 is free.

1           50. An apparatus for electronic shopping, comprising:  
2 a processor; and  
3 a storage device in communication with the processor and storing instructions  
4 adapted to be executed by the processor to:  
5 associate an online shopping cart with a consumer; and  
6 associate an item with the online shopping cart in response to a selection of the  
7 item by an entity other than the consumer.

1           51. An apparatus according to Claim 50, wherein the entity is a potential seller of  
2 the item.

1           52. An apparatus according to Claim 50, wherein the entity is an intelligent  
2 agent.